“A CRITICAL STUDY OF E-COMMERCE TOWARDS CONSUMERS BEHAVIOUR SPECIAL REFERENCE MARATHWADA REGION”

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Introduction

in the present-day Electronic Commerce has become the order of the day with the presence of internet web technology in business E-Commerce is the conduct of business on the Internet not only buying and selling but also servicing customer and collaborating with business partners in 1960 electronic data interchange (EDI) replace the traditional mailing and waxing of documents further teleshopping was introduce which was widely used up to 1982. In 1990 web server and web browser was developed. Internet introduce in 1991 for trading purpose and many business entities started to operate online, further Google and Yahoo search engines popularized online activities after the year 2000 security reforms took place for online activities which increased the volume of e-commerce and at present it is continuing with the use of internet in smartphones tablet etc.

E-commerce generally refers to buying and selling of goods or services through internet ecommerce involves the use of information and Communication Technology, E-Commerce infrastructure is most important parameter to all companies adopting e-business. E-Commerce effects directly quality of service experienced by users of the system in terms of speed, security richness user friendly and responsiveness in e-commerce. For ecommerce business Capital requirement is less than the comparative for a traditional commerce and sales channel is an enterprise, internet and consumer ecommerce business model is define as the organization product services and information close and the source of revenue and benefits for supplier and consumer success in the business to consumer(B2B) E-Commerce is influenced by consumer trust the study growth of the internet has been a key factor impacting the increasing sales rate of e-commerce as consumer are taking advantage of convenience and information availability aspects of online shopping, because the competition in the E-Commerce sector is increasingly becoming more intensive there is crucial need for understanding all the key factors related to consumer trust. In ecommerce large number of people are still make online transaction due to uncertainty related to the technology internet as a medium and the online infer structure of The E-Commerce companies.

E-Commerce refers to aspects of online business involving exchange among customer business partner and vendor e-commerce has increase the speed and ease with which business can transacted today. online shopping it changing the way consumers buy goods and services with Rapid development in communication technology, many companies have started their online shopping more convenient with the increase in online shopping websites in India and worldwide the competition also increase to fight competition companies engage in online shopping started to offer goods and services at very low prices. the companies also make use of the internet to communicate with consumer and potential consumers to sale goods and services and also get feedback from consumers about services provided by them, the internet has been used by the customers not only to buy the product but also to compare product to know the features of products to reviews about the product to be purchase etc. the internet has provided an opportunity for companies to reach millions of potential customers from earn the globe online shopping website provide an option to customer to purchase a variety of products including clothing, electronic, beauty, kitchen appliances, home decoration, Furniture, book, etc. search engine live Google is widely used by the customer to get detail about the product before buying a product online.

Meaning of e-commerce

E-Commerce stands for Electronic Commerce. E-Commerce means dealing in goods and services by using electronic devices like computer, mobile and laptop having accessibility of internet E-Commerce involved the transfer of goods or services from the seller to the buyer by using one or more electronic media or methods.

Definition

Definition of e-commerce

The world Trade Organization defines E-Commerce as “E-Commerce is the production distribution marketing sales or delivery of goods and services by electronic means”.

Definition of consumer behavior Consumer behavior is the study of how individual customer, group or organization select buy use and dispose ideas goods and services to satisfy their needs and wants.

Types of e-commerce

1. 2. 3. 4. Business to business
2. Business to consumer
3. Consumer to consumer
4. Consumer to business

Importance of Study

Today, we can see e-commerce is becoming a part of study of almost all the courses in management and commerce. It is an integral part of any book or manuscript that is written on retailing, and it claims a significant share in this text also. The reason behind this lies in the fact that e-commerce technology is different and more powerful than any of the other technologies we have seen in the past century. While these other technologies transformed economic life in the 20thcentury, the evolving Internet and other ITs will shape the 21st century in many ways. The foremost of these is the rise of a sizeable class of Internet-habituated consumers, and then is the creation of an ecosystem essential for e-tailing's growth. In India's case, both these factors are poised to fall into place rapidly.

E-commerce seems to be everywhere these days. You can’t go online without seeing article after article proclaiming that e-commerce is destroying brick-and-mortar stores. It can be difficult to decipher accurate information from manipulated Data being spewed by alarmists on the internet. However, there is some truth to these overly apocalyptic statements. Studies predict 65% of internet users will be digital buyers by the end of 2021. Not farfetched given how the data has been trending in recent years. The National Retail Federation expects online sales to grow by 8-12% in 2017 so why is e-commerce important? It is a rapidly growing consumer outlet that isn’t showing signs of slowing down. If you’re selling something, and plan to continue doing so for the foreseeable future, you’ll want to pay attention to e-commerce and become an active participant as soon as it’s feasible for your business. Whenever you decide to join the ranks, working witha digital marketing agency can make the ecommerce transition that much easier and help you kickstart your online business.

Objectives

1. To study the impact of E-Commerce on consumer behavior.
2. To study the role of e-commerce in business.
3. Comparative study of e-commerce in Marathwada rural and urban area.
4. To study the customers satisfaction through E-Commerce services

Hypothesis

i. E-commerce services have positively impacted on consumer's behavior in Marathwada Region
ii. .Ecommerce Services have negative impacted on consumer's behavior.
iii. There is impact of consumer's Income on consumer's behavior.
iv. . There is no impact of consumer's income on consumer's behavior

Research Methodology

Research is the systematic investigation of a particular problem or matter to establish facts and to draw conclusions thereon. Research makes able to researcher to provide recommendations or suggestions to mitigate the problem at hand. A set of procedures, techniques and models used to conduct research is called Research Methodology. This chapter provides detail about how and what techniques and methods are used by the researcher to study the given research problem. This chapter provides a roadmap of the research plan used by the researchers to conduct this study. This chapter gives an idea about the objectives of the study, sampling technique used, data collection method and technique used and statistical tools used by the researcher for analysis of the research data.

What techniques and methods are used by the researcher to study the given research problem. This chapter provides a roadmap of the research plan used by the researchers to conduct this study. This chapter gives an idea about the objectives of the study, sampling technique used, data collection method and technique used and statistical tools used by the researcher for analysis of the research data

Importance and Significance of the Present Study India has made remarkable development in the Tele-communication sector in the last 3-4 years. The high-speed internet facility is spread

all over the country. The number of web users also increased tremendously due to the availability of Android based smartphones at affordable prices. Most of the online stores have launched their own Android app that makes shopping over the internet easier and more convenient. Due to the busy time schedule of customers and several benefits of the online stores, many customers prefer to buy over the internet than to buy from offline retail stores. This study has to be conducted to study the impact on buying behavior of online customers. It also includes the study of buying motives of online shoppers. This study will help to understand the factors that force customers to buy goods and services online. This study will guide the offline retail stores and online stores to take appropriate action to attract more and more customers by understanding the expectations of the customers. The outcomes of this study can be used by online/offline retail stores to develop an effective marketing strategy.

Research Type

In this research data had been collecting from a large number of respondents from the Marathwada A structured questionnaire had been used to collect primary data from respondents. Close-ended questions are framed to collect statistical data from selected samples. Statistical tools and procedures had been adopted for the analysis of data to draw collusion thereon.

Instrument for Data Collection

An instrument is a tool used by the researcher to collect information from the respondent for analysis purposes. For this study, a structured questionnaire was a frame to collect information needed to study. Mostly close-ended questions were included in the questionnaire to gather information from selected samples. The questionnaire has been finalized for the main study after checking its validity and reliability. Validity has been checked by calculating Content Validity Ration and reliability has been checked after the pilot study by calculating Cornbrash Alpha Value by using SPSS software**.**

Sample Area and Sampling Technique

The area for the study was restricted to Marathwada Samples were selected from Marathwada selected for study purpose because it consists of people from all income groups i.e. lower class, middle class, higher middle class and upper-class people and some part of Marathwada. People who have done online shopping earlier are considered as the universe or population for the study. The use a stratified sampling technique for selecting samples from the universe or population 6

Data Collection

The collection of data is a major task in any descriptive research. As this research is descriptive research, the collecting primary data and secondary data from various sources.

Primary Data Source

The researcher has collecting primary data through a structured questionnaire. After conducting a pilot study and reliability test on the questionnaire, the modified questionnaire And Interview of Marthwada Consumer

Secondary Data Source

The collect secondary data from various sources like journals, magazines, newspapers, websites, dissertations, textbooks, bulletins, The study of different theories and research literature help to get in-depth knowledge about the related field

STATEMENT OF PROBLEM

E-commerce studying interpretation parties between consumer-entrepreneurs today, large e-commerce networks have proliferated. Retailer customer in the market has also seen a huge increase in recent times due to which consumer or consumer and e- commerce has been established in the Indian market. Be it daily needs or luxury items, the customer can easily access the e-commerce through e-commerce. Although growing, it has many problems E-commerce is not actually face-to-face but buying and selling transactions are done through a distressed medium. Many times there is a possibility of customer being cheated. Even today there is a belief in the actual buying and selling. Due to e-commerce, the actual buying and selling transaction is facing many difficulties and the shopkeepers are seeing the decrease in the production of the companies selling in the actual market. However, your business has increased considering the socioeconomic status of the consumers in Marathwada, they cannot easily accept e-commerce is also a problem. In rural areas of Marathwada, there is a lack of services provided in e-commerce. Doesn’t happen.

Limitation of Study

Research a critical Study of E-Commerce towards Consumer Behavior Special Reference Marathawada. Although the topic is e-directed, special Marathwada section has been some important study. For the present researchers, the section will be specially considered to study consumer behavior Geographical limit of Marathwada division will be determined for the proposed research. Although the scope of the research topic is related to Marathwada division, state level and national level references will be taken at some places. Chapter

Scheme Chapter

Chapter 1 **Introduction and Research Methodology**

In this chapter the researcher has given an idea related to the research topic, this chapter contains detail theory about e-commerce and consumer behavior information is given in this chapter help to understand the theoretical background related to the topic of the study. Research methodology. Also study in this subject. This chapter provides detail about how and what techniques and methods are used by the researcher to study the given research problem this chapter gives an idea about the objectives of the study sampling technique use Data Collection method and technique use and statistical tools used by the researcher for analysis of the research data. Chapter

Chapter 2 Literature review

Studies conducted by various researcher researchers and Institutions related to the present topic are reviewed to have in depth knowledge about E-Commerce and customer behavior.

Chapter 3. Study of Consumer Behavior

In this chapter, we will study the behavior of an individual consumer. The consumer has to decide how to spend her income on different goods. Economists call this the problem of choice. Most naturally, any consumer will want to get a combination of goods that gives her maximum satisfaction. What will be this 'best' combination? This depends on the likes of the consumer and what the consumer can afford to buy. The 'likes' of the consumer are also called 'preferences'. And what the consumer can afford to buy. depends on prices of the goods and the income of the consumer. This chapter presents two different approaches that explain consumer behavior (i) Cardinal Utility Analysis and (ii) Ordinal Utility Analysis.

Chapter 4. data analysis and interpretation

This chapter contains detailed data analysis and interpretation the data analysis and interpretation of primary data are divided into two main parts the first part of the analysis deals 8 with descriptive analysis and the second part deals with inferential

analysis, in the chapter the researcher has tested the hypothesis to confirm if the hypothesis is accepted or rejected.

Chapter 5. findings conclusions and suggestions

The researcher draws findings on the basis of analysis of primary data and secondary data this chapter contains the finding suggestions and conclusions drawn by the researcher after analyzing the data on the basis of findings the researcher has given some suggestions to ecommerce companies which will help them to improve service quality.

Review of Literature

Mahesh Kumar (2015)

Conducted a study to analyses the online shopping behavior of highly educated students in Kerala. The study reveals that convenience is one of the prominent factors that affect the online purchase decision of the customer. Studies suggest that online retailers should make use proper marketing mix of product quality, lower price, free delivery, branded products, etc. The study confirmed that perceived reputation and perceived marketing mix could impact consumer online purchase decisions

Sood, Upadhyay, and Khanuja (2015)

In their study concluded that consumers prefer both online as well as offline shopping mode depends on the type of product. The study also reveals that due to the convenience factor, male customers choose online shopping mode more frequently as compare to female customers. The study confirmed that “Seeing and Feeling the product” is yet important motivational factor in offline shopping

Hooda and Aggarwal (2012)

in their study attempt has been made to find out acceptance rate of e-commerce among different demographic groups and the impact of demographic factors on the purchase decision. It also found that security is the main concern consider before doing online shopping. Customers more like to use 46 the credit card as a payment method. The study confirms that Convenience is the main motivating factor as far as online shopping is a concern

Sivasankaran (2017)

Conducted a study in 2017 and it reveals that India is the 5th largest YouTube user country and, on average, in a week, Indian's spend 14 hours online. Due to the high volume of online users, the online advertising market will cross Rs.1000 cores by 2020. This research shows that the factors like lifestyle, purchasing power, the attraction of opposite sex, employment status of youth, family background, etc. have an impact on the online purchasing behavior of the youth. Continuous change in technology also creates problems for online marketers

Wang, Dongchang, and Cheng (2008)

conducted a study to identify the factors influencing online shopping. It was found that four major factors influence the online buying decision of the customers. The factors are the risk involved in making online payments, the privacy of personal information, traditional shopping habit and the computer handling experience of the customer. The risk involved in online payment has a great influence on the online purchasing decision

Bigne, Ruiz and Sanz (2005)

Studied the impact of internet user buying patterns and demographics on customer's mobile buying behavior. The result of the study shows that the m-commerce decision can be predicted based on social class, age and behavior pattern. The study reveals that customers use the internet through mobile for getting various information but not for online shopping. They mostly use mobile as a communication channel and not a shopping channel

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Research Guide

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